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MAVRIC Media Introduces Revolutionary Production Tool, the *MAVRIC Media MatchBox™* Utilizing Distributed Database Architecture and Content Delivery Technology for Ingesting, Managing, Storing and Distributing Content Instantly Online

Parallel computing technology increases efficiency by facilitating off-line and online digital asset management and global 24/7 production workflow environments

LOS ANGELES, (SIGGRAPH Show, Booth #1519) August 11, 2008 - MAVRIC Media, a provider of web-based digital asset management and content delivery tools, today introduced the MAVRIC Media MatchBox, a revolutionary, content management and distribution appliance that easily fits on any desktop while incorporating MAVRIC Media's next generation media management, production and file transport tools. The MatchBox features a revolutionary distributed database and file transport architecture designed to dramatically increase the efficiency of the digital media workflow by taking advantage of local and networked computing bandwidth and resources.

The MatchBox benefits collaborative workgroups by increasing productivity and lowering the cost of operations. The distributed database architecture identifies the number of MatchBoxes in each secure, peer to peer network – and takes advantage of the compute power from the number of units within the network - the more MatchBoxes in an organization's network, the faster content is delivered and synchronized. Using multiplexing technology, where each unit's available unused bandwidth and idle computing power is combined with hosted bandwidth at MAVRIC Media's secure server, content delivery outside the peer to peer network is dramatically accelerated. MatchBox maximizes productivity for creative teams that are disbursed in various locations – either scattered throughout a local area or in remote satellite offices, accommodating huge file sizes including uncompressed HD video segments. Whether in California or India, MatchBox facilitates 24/7 production teams who can work faster and more efficiently in varying time zones with the knowledge that they have the most current content in their automatically synchronized database.

“The most impressive feature of the MatchBox is the distributed database architecture and content delivery technology which takes advantage of each user's auto-synchronized database at www.mavricmedia.com,” explains Breene Kerr, Founder and President of MAVRIC Media. “Each MatchBox has enough computing horsepower to run our applications locally, meaning our customers can easily work from their home or business office or even take the portable MatchBox on location where they may or may not have broadband Internet access. Once an Internet connection is established, the database is matched (synchronized) in the

background, updating their hosted database at www.mavricmedia.com as well as any other related MatchBox databases within the same organization – now others can use it or view it in a secure, password protected on-line environment using the high speed connections at our hosted servers.”

The MatchBox can ingest and output huge amounts of content –including files up to 100GB - directly from flash memory and other digital storage media as well as from video and still cameras, laptop or desktop computers, MP3 players and other portable devices. The MatchBox features built-in Gigabit Ethernet and Wifi or can connect through Firewire or any of the four high speed USB ports. Content is automatically tagged using source embedded EXIF and ID3 metadata and deposited into a fully customizable database with auto generated thumbnails. For video files, two proxy files are auto-created for desktop viewing (flash) and display on mobile devices such as the iPhone (MP4). The MatchBox stores up to 320 GB of securely encrypted data internally with unlimited online storage at www.mavricmedia.com on an auto-mirrored hosted database. The MatchBox open API supports connectivity with 3rd party applications for software add-ons.

Another breakthrough feature of the MatchBox is the opt-in MAVRIC.TV worldwide content delivery network co-op. This MAVRIC Media managed Internet portal is the first ever cooperative distribution network for content producers who want to deliver programming to viewers. In a “co-op” arrangement, MatchBox purchasers will optionally participate in an exclusive worldwide distribution network using the combined connection power of all MatchBoxes in the network to facilitate content distribution. As the number of MatchBox users joining the community grows, content uploaded to MAVRIC.TV can be delivered at accelerated speeds to correspondingly larger and larger audiences utilizing this parallel distribution architecture.

MAVRIC Media will be taking orders for the low priced MatchBox at the SIGGRAPH show in Los Angeles, where there are expected to be over 25,000+ graphics, visual effects, animation, digital video and creative professionals in attendance. The MatchBox will ship on December 1, 2008. Each purchaser will receive a limited, free hosted database account at www.mavricmedia.com for backup and content mirroring. The company’s current web-based content management and delivery tools, Asset Engine™ and Boost™ will continue to be available through the MAVRIC Media website.

About MAVRIC Media

Based in Northern California and founded by digital media veterans, MAVRIC Media provides digital asset management tools in a web-based, self-serve, secure environment, enabling online collaboration, re-purposing and sharing of rich digital media, from ingest to management, to production to distribution and consumption of content. MAVRIC Media is an acronym for Media, Archival, Viewing, Repository, Indexing and Cataloging of digital media assets. MAVRIC Media products and services are available at www.mavricmedia.com using an automated, online transaction process. They are extremely easy to use, accept all types of digital media formats and are securely encrypted. For more information please visit www.mavricmedia.com